

Rep Order# 8833335 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36853

Printed: 09/28/2012 1:59 PM
Last Received: 09/28/2012 12:26 PM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () AMERICAN CROSSROADS
Product AMERICAN CROSSROADS
Estimate# 691
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$91,700
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	137A-237A	ELECTRIC PLAYGROUND	:30	\$85.00	09/18-09/21	4	1	4	\$340.00	
	2	M-TH	137A-237A	ELECTRIC PLAYGROUND	:30	\$85.00	09/24-09/27	4	1	4	\$340.00	
	3	SU	500P-700P	SUNDAY ROTATION	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	4	SU	600A-630A	8 NEWS SUN MORNING #1	:30	\$400.00	09/23-09/23	1	1	1	\$400.00	
	5	SU	800A-830A	8 NEWS SUN MORNING #2	:30	\$1,500.00	09/23-09/23	0	0	0	\$0.00	
	6	SU	630A-800A	CBS SUNDAY MORNING	:30	\$1,500.00	09/23-09/23	1	1	1	\$1,500.00	
	7	TU-F	1100P-1135P	8 NEWS NOW @ 11P	:30	\$1,900.00	09/18-09/21	2	1	2	\$3,800.00	
	8	M-TH	1100P-1135P	8 NEWS NOW @ 11P	:30	\$1,900.00	09/24-09/27	2	1	2	\$3,800.00	
	9	TU-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/18-09/21	2	1	2	\$1,500.00	

Rep Order# 8833335 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36853

Printed: 09/28/2012 1:59 PM
Last Received: 09/28/2012 12:26 PM
Showing Buylines: All Lines

2 of 4

Station KLAS-TV LAS VEGAS
Advertiser () AMERICAN CROSSROADS
Product AMERICAN CROSSROADS
Estimate# 691
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	10	M-TH	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/24-09/27	2	1	2	\$1,500.00	
	11	TU-F	630P-700P	INSIDE EDITION	:30	\$1,200.00	09/18-09/21	2	1	2	\$2,400.00	
	12	M-TH	630P-700P	INSIDE EDITION	:30	\$1,200.00	09/24-09/27	2	1	2	\$2,400.00	
	13	TU-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/18-09/21	3	1	3	\$2,250.00	
	14	M-TH	1200P-1230P	NOON NEWS	:30	\$750.00	09/24-09/27	3	1	3	\$2,250.00	
	15	TU-F	500P-630P	8 NEWS NOW @ 5P & 530P	:30	\$1,300.00	09/18-09/21	2	1	2	\$2,600.00	
	16	M-TH	500P-630P	8 NEWS NOW @ 5P & 530P	:30	\$1,300.00	09/24-09/27	2	1	2	\$2,600.00	
	17	TU-F	1000A-1100A	PRICE IS RIGHT	:30	\$2,500.00	09/18-09/21	1	1	1	\$2,500.00	
	18	M-TH	1000A-1100A	PRICE IS RIGHT	:30	\$2,500.00	09/24-09/27	1	1	1	\$2,500.00	
	19	TU-F	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,100.00	09/18-09/21	2	1	2	\$2,200.00	
	20	M-TH	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,100.00	09/24-09/27	2	1	2	\$2,200.00	
	21	TU-F	600A-700A	8 NEWS NOW @ 6A	:30	\$900.00	09/18-09/21	3	1	3	\$2,700.00	
	22	M-TH	600A-700A	8 NEWS NOW @ 6A	:30	\$900.00	09/24-09/27	2	1	2	\$1,800.00	
	23	SA	500A-700A	SAT EARLY SHOW	:30	\$450.00	09/22-09/22	0	0	0	\$0.00	
	24	TU-F	500A-600A	8 NEWS NOW @ 5A	:30	\$800.00	09/18-09/21	3	1	3	\$2,400.00	

Rep Order# 8833335 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36853

Printed: 09/28/2012 1:59 PM
Last Received: 09/28/2012 12:26 PM
Showing Buylines: All Lines

3 of 4

Station KLAS-TV LAS VEGAS
Advertiser () AMERICAN CROSSROADS
Product AMERICAN CROSSROADS
Estimate# 691
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	25	M-TH	500A-600A	8 NEWS NOW @ 5A	:30	\$800.00	09/24-09/27	2	1	2	\$1,600.00	
	26	SA-SU	1100P-1135P	8 NEWS NOW @ 11P	:30	\$900.00	09/22-09/23	0	0	0	\$0.00	
	27	SA	1135P-1235A	PRIVATE PRACTICE	:30	\$250.00	09/22-09/22	1	1	1	\$250.00	
	28	SA	135A-235A	COLD SQUAD	:30	\$100.00	09/22-09/22	1	1	1	\$100.00	
	29	M	800P-900P	HOW I MET YOUR MOTHER/PARTNERS	:30	\$8,500.00	09/24-09/24	1	1	1	\$8,500.00	
	30	M	1000P-1100P	HAWAII FIVE 0	:30	\$10,000.00	09/24-09/24	1	1	1	\$10,000.00	
	31	TH	1000P-1100P	ELEMENTARY	:30	\$7,500.00	09/27-09/27	1	1	1	\$7,500.00	
	32	F	800P-900P	UNDERCOVER BOSS	:30	\$7,500.00	09/21-09/21	1	1	1	\$7,500.00	
	*33	SU	900P-1000P	THE GOOD WIFE	:30	\$8,500.00	09/23-09/23	0	0	0	\$0.00	
		Sales Remark: V5 . V5 Comment Changed, Spots/week Changed										
	34	TU-F	1100A-1200P	YOUNG & RESTLESS	:30	\$3,500.00	09/18-09/21	1	1	1	\$3,500.00	
	35	M-TH	1100A-1200P	YOUNG & RESTLESS	:30	\$3,500.00	09/24-09/27	0	0	0	\$0.00	
	36	TU-F	400A-459A	8 NEWS NOW @ 4A & 430A	:30	\$100.00	09/18-09/21	2	1	2	\$200.00	
	37	M-TH	137A-400A	OVERNIGHT ROS	:30	\$40.00	09/24-09/27	3	1	3	\$120.00	

Rep Order# 8833335 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36853

Printed: 09/28/2012 1:59 PM
Last Received: 09/28/2012 12:26 PM
Showing Buylines: All Lines

4 of 4

Station KLAS-TV LAS VEGAS
Advertiser () AMERICAN CROSSROADS
Product AMERICAN CROSSROADS
Estimate# 691
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	38	SA	800P-1000P	SAT PRIME MOVIE	:30	\$2,000.00	09/22-09/22	3	1	3	\$6,000.00	
	39	M-TH	500P-630P	5-630P NEWS	:30	\$1,250.00	09/24-09/27	1	1	1	\$1,250.00	

---REPORT TOTALS---

Report Totals: 65 / \$91,700.00

---SALES MONTHLY TOTALS---

Sep 12: 65 / \$91,700.00

Sales Totals: 65 / \$91,700.00

Station Totals: 65 / \$91,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$305,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books null
Demos RA35+